

## REMARKS

Applicants carefully reviewed the Office Action dated April 11, 2001. Applicants have amended Claims 1, 2 and 6 to more clearly point out the present inventive concept and to present the claims in better form for consideration on appeal. Reconsideration and favorable action is respectfully requested.

Regarding independent Claims 1 and 6 as well as the respective dependent Claims 4, 5, 9 and 10 depending therefrom, rejected under 35 U.S.C. 103(a) as being unpatentable over *Bendinelli et al.* (U.S. Patent No. 6,061,719) in view of *Yokozawa et al.* (U.S. Patent No. 5,740,369) in further view of *Ullman* (U.S. Patent No. 6,018,768), this rejection is respectfully traversed as follows. The present invention discloses a method for controlling a computer comprising the use of a unique code embedded in a recorded video program that is extracted from the program and used during access of a database at a remote location to obtain routing information for a remote vendor having vendor information. The routing information obtained from the database enables the user to send a request for the vendor information to the remote site having the vendor information for return to the user location. The operations of the user computer at the user location are under the control of the unique code extracted from the video program.

Among the cited references, and unlike the present application, both *Bendinelli* and *Yokozawa* rely on embedding the encoded information for the remote site having the vendor information in a broadcast program to be received at the user location. Further, *Bendinelli* and *Ullman* encode or embed a URL or other network information identifier in the video programming material which is used by the user to directly access the website of interest. Moreover, in *Yokozawa*, a sorting code which identifies a particular article is added to the source programming as a way to select articles to be stored at the user location for later display at the user terminal. In *Yokozawa*, there is no communication to a remote site to obtain information because the information associated with the sorting code is stored at the

user location. And, in *Ullman*, URLs are embedded in recorded program source material to be used by a client computer to retrieve web page information. These four references taken together fail to teach the novel combination recited in the Applicants' independent Claims 1 and 6. Further, neither *Bendinelli* nor *Yokozawa* disclose or in any way suggest the concept of controlling the system after connection to the web site at the remote location. The mere connection to a web site in no way implies such control.

In the Applicants' invention, it is not URLs or routing information for the vendor information at the remote site that is embedded in the incoming program material; rather a unique code is the embedded information. Further, the incoming program material is recorded video program material, it is not broadcast material. In fact, taken together, these four references teach away from the novel combination recited in the Applicants' independent Claims 1 and 6. It appears therefore that the motivation to combine these references comes from the Applicants' claims used as a template which, as is well settled, is an improper rejection under 35 U.S.C. §103(a). Moreover, no other cited reference provides the teaching or suggestion necessary to supply the same combination of steps as recited in the Applicants' claimed invention. This, in conjunction with the lack of any disclosure to suggest the control action, is clear evidence that none of the cited references, taken singularly or in combination, obviate or anticipate Applicants' invention. In view of the foregoing reasons, the Applicants respectfully request that this rejection be withdrawn.

Regarding the dependent Claims 2-5 and 7-10, dependent respectively from base claims 1 and 6, as amended, the rejection under the above three references is moot because the base claims 1 and 6 have been shown to be allowable in their amended form.

Regarding Claims 2 , 3, 7 and 8, rejected under 35 U.S.C. 103(a) as being unpatentable over *Bendinelli*, *Yokozawa*, *Ullman* as applied to Claims 1, 4 and 5 and 6, 9 and 10 and further in view of *Hitzelberger* (U.S. Patent No. 6,061,368) this rejection is respectfully traversed as follows. In *Hitzelberger*, an associative comparison is made between

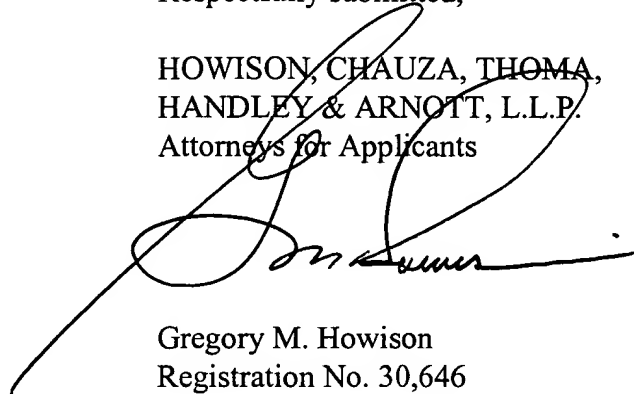
received and stored packet identifier sets. If the associative comparison is successful, a header index, which points to routing information stored in a header cache, is issued. The header index is then used to retrieve routing information from the header cache for assembly into an outgoing packet header. In the Applicants' invention, by contrast, the process is much simpler. A database contains unique codes in association with routing information. Upon a match between an incoming unique code with a unique code in the database, the routing information is released and sent back to the user location. Thus *Hitzelberger* fails to supply exactly the method as taught in Applicants' Claims 2 and 3 and respectively 7 and 8. Moreover, the motivation for combining *Hitzelberger* with the foregoing three references again comes from the Applicants' novel combination of steps and is therefore improper. Applicants respectfully request the withdrawal of this rejection and the allowance of dependent Claims 2 and 3 dependent from independent Claim 1 and dependent Claims 7 and 8 dependent from independent Claim 6.

Regarding the Examiner's response to arguments previously put forth by the Applicants in the preceding Office Action, it is asserted by the Examiner in the present Office Action that Applicants' new combination suggests "operating a DVD player at a user site to read a video program with embedded URLs which is stored or recorded in a digital video disk and video program as displayed on the user's site." Applicants respectfully point out that the quoted phrase and the combination therein recited appears neither in the cited reference to *Ullman* in Column 5 nor in the Applicants' claimed invention in the base claims 1 or 6, and appears to be an inaccurate paraphrase of statements appearing in both places. Moreover, this inaccurate and incomplete characterization omits the important feature recited in both Claims 1 and 6, wherein the vendor information is returned to the user location for processing by a computer at the user location to control the generation thereof. Applicants further respectfully believe this statement mischaracterizes the Applicants' invention and defines a combination that is not supported by the cited references under 35 U.S.C. §103(a).

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,706 of HOWISON, CHAUZA, THOMA, HANDLEY & ARNOTT, L.L.P.

Respectfully submitted,

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A large, stylized handwritten signature in black ink, likely belonging to Gregory M. Howison, is written over the typed name and firm name.

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## VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Twice Amended) A method for controlling a computer with recorded information of a digital video disk, comprising;

embedding a unique code in digital recorded video information of the digital video disk, the unique code in close association with vendor information;

5 operating the video disk at a user location disposed on a network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

extracting the unique code with an extractor during output of the digital recorded video information to a user at the user location;

10 in response to [extracting] the step of extracting the unique code, transmitting the unique code from the user location to a remote location on the network in accordance with routing information stored at the user location, wherein the vendor information is returned to the user location for processing by a computer at the user location to control the operation thereof.

2. (Amended) The method of Claim 1, wherein the routing information stored at the user location is associated with an intermediate location on the network wherein the step of transmitting to the remote location comprises the steps of:

5 transmitting the unique code to the intermediate location, and further comprising:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique code from the user location, the database providing an association between the unique code and a remote vendor information location on the network, there being a plurality of such  
10 vendor routing information stored in the database;

comparing the received unique code with the stored unique codes associated with vendor routing information in the database;

if there is a match between the received unique code and any of the stored unique codes associated with vendor routing information, transmitting the [matching] vendor routing information corresponding to the matched unique codes back to the user location; and

5 in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor information location over the network and receiving vendor information therefrom.

6. (Twice Amended) A method for controlling a computer with recorded information of a digital video disk, comprising:

embedding a unique code in digital recorded video information, the unique code in close association with vendor information;

5 operating the video disk at a user location disposed on a network to read the digital recorded video information therefrom and outputting the read digital recorded video information on a display at the user location;

extracting the unique code with an extractor during output of the digital recorded video information to a user at the user location;

10 in response to extracting the unique code, transmitting the unique code from the user location to an intermediate location disposed on the network in accordance with routing information of the intermediate location stored at the user location;

performing a matching operation of unique codes associated with  
15 vendor routing information stored at the intermediate location with the received unique code to return to the user location matching vendor routing information of a remote vendor information location disposed on the network, the remote vendor information location having the vendor information; and

accessing the remote vendor information location from the user  
20 location in accordance with the routing information of the remote vendor information

location to return the vendor information for processing by a computer at the user  
location to control the operation thereof.